

MANKIND: BRUTALITY OR BRILLIANCE? WHAT ISN'T HE TELLING US?



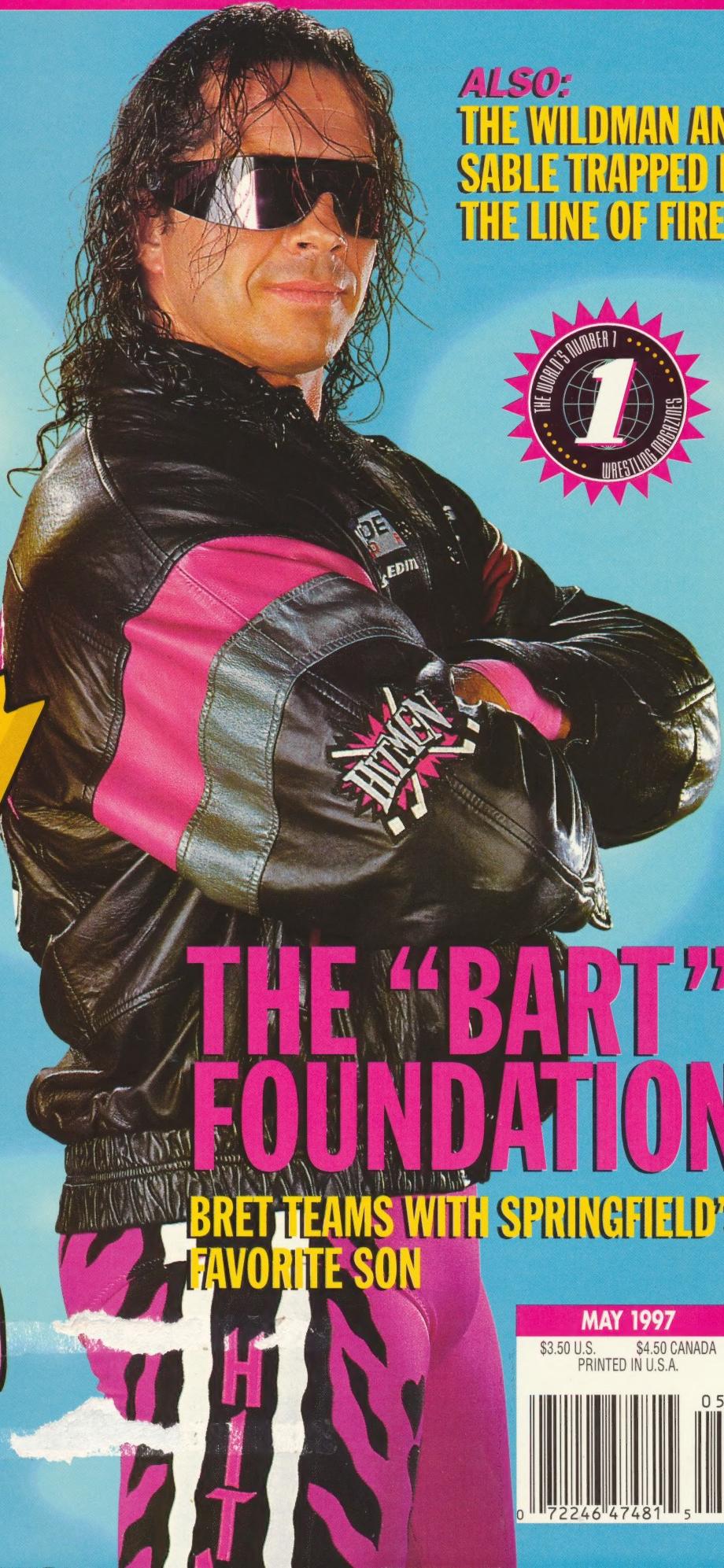
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MAGAZINE

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SABLE TRAPPED IN
THE LINE OF FIRE!



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GROENING



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F E D E R A T I O N

FANaties



Name: Justin Terry

Age: 11

Hometown: Romulus, MI

School: St. Johns Lutheran

Grade: Sixth

Future Ambition: To become a professional hockey player or Federation superstar!

Favorite Federation Superstar: Bret "Hit Man" Hart

Least Favorite Federation Superstar: Stone Cold Steve Austin

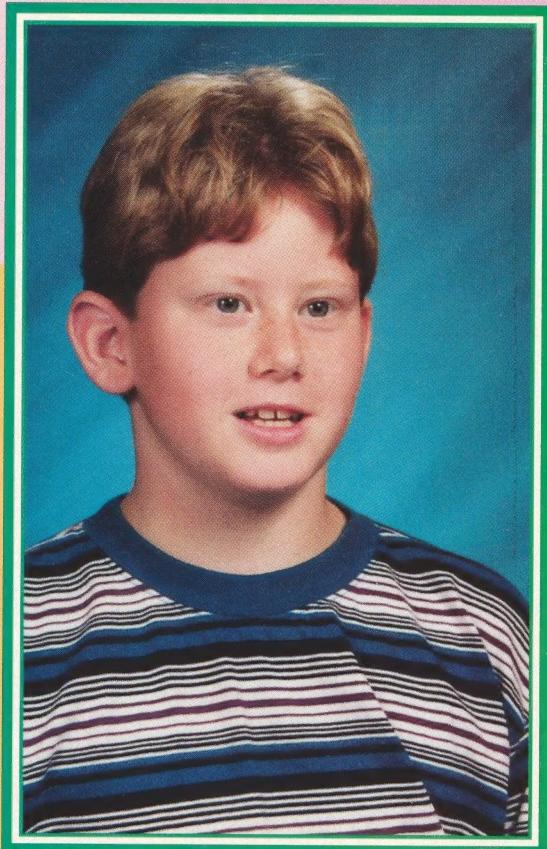
What I like best about the World Wrestling Federation:
All the great action on the Pay-Per-Views!

If I were president of the World Wrestling Federation, I would:

Have a steel cage match between Shawn Michaels and Bret "Hit Man" Hart!

What I do when I'm not watching the World Wrestling Federation:

I play hockey and try to beat my video games!



Name: Brian Erni

Age: 12

Hometown: Saint James, NY

School: Smithtown Middle School

Grade: Seventh

Future Ambition: To become a baseball player or broadcast journalist!

Favorite Federation Superstar: Rocky Maivia

Least Favorite Federation Superstar: Mankind

What I like best about the World Wrestling Federation: Seeing all the surprises on the Pay-Per-Views!

If I were president of the World Wrestling Federation, I would: Continue to bring the best talent in the world to the Federation!

What I do when I'm not watching the World Wrestling Federation: Hang out with my friends, play sports and read the World Wrestling Federation Magazine!



events AND gOSSIP

INTERACTIN' WITH THE WORLD WRESTLING FEDERATION

sweats how good this guy is. If he is so good, let him try his luck against some of the best the Federation has to offer, such as Hunter Hearst-Helmsley, Bret Hart, Shawn Michaels and Sycho Sid... then we'll see if he has what it takes!

Andy Sandberg
ASandberg1@aol.com

Dear Andy,
In the opinion of this editor, those TWO managers may be exactly what is holding the Sultan back! It seems that Mr. Backlund and the Shiek are bent on DISCIPLINING the Sultan, rather than MANAGING him. For their sakes, I hope the Sultan doesn't make the decision to DROPOUT of school anytime soon!

E-mail:



Dear Editor,
I would like to thank you for the exceptional article in the January and February World Wrestling Federation Magazines where you went "Beneath the Skin" with Wildman Marc Mero. The interview was very helpful in understanding that wrestling isn't always glitz and glamour and that people don't always just get a lucky break. Through the interview, Mero showed many people that life isn't easy, but drugs are not a way to solve problems. My question is, will you continue to do these types of interviews in upcoming magazines?

Adrian Baldauf
lin93@niagara.com

Dear Adrian,
ABSOLUTELY!!! "Beneath the Skin" is BY FAR my most enjoyable article to write! Getting to know the World Wrestling Federation superstars on a personal level has been very rewarding for me, both personally and professionally. What can I say about Marc Mero that you haven't already said? The man is a true gentleman and a role model for even my own kids!

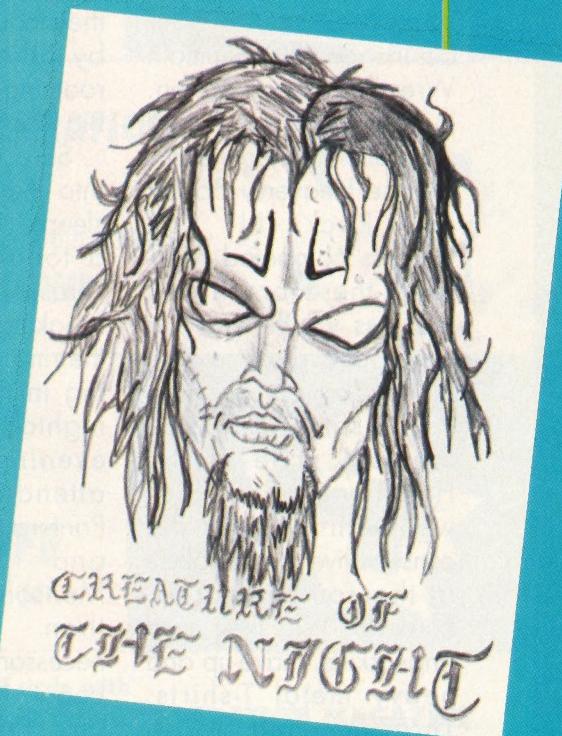
Letter:



Dear Editor,
I just received my March 1997 issue of the World Wrestling Federation Magazine, and I thought it was great! I'm really happy you decided to do an article on Rocky Maivia, as I think he is going to be a major force in the Federation in the future. However, since entering the Federation at the Survivor Series, Rocky has certainly been on a roll! Even though he is still considered somewhat of a "rookie", don't you think he should get a crack at the World Wrestling Federation Title?

Connie Moseley
Saginaw, MI

Dear Connie,
Obviously, no one could have predicted the almost overnight success of Rocky Maivia. The "South Pacific Sensation" shocked the world when he captured the World Wrestling Federation Intercontinental Title less than three months after his professional debut. So, now the question is: Does this hungry young lion desire a shot at the Federation Title? Well, Connie, I just don't see how he can be denied!



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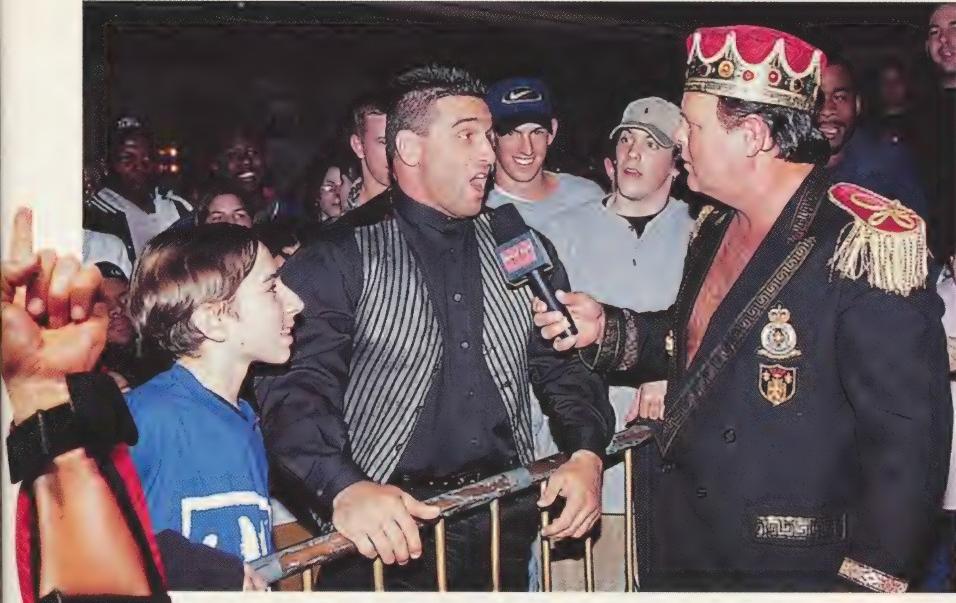
You think I'm just being full of myself, again? Come on! In reality, if the Undertaker was given the title shots that he deserved, what Federation Champion—HONESTLY—could have beaten him? He beat Hogan—pinned him in the middle of the ring—only to be robbed of the title days later by Federation officials. They wouldn't let him anywhere near Flair or Savage—in fear of what might happen. Bret Hart? Well, here's a guy who could have possibly squeaked past the Dead Guy by utilizing his technical prowess—but when the officials finally GOT THE GUTS to book the match at the 1996 Royal Rumble—Big Daddy Cool saw to it that we would never know what the outcome would be. AND, I'm not so sure that Vince McMahon's crooked cronies didn't slip BDC some greenbacks prior to his dirty deed—if you

know what I mean. From there, UT defeated Yokozuna on numerous occasions—however, it was always quite convenient how the Sumo DIDN'T have the Federation Title when those matches were granted. From there he pinned Diesel—again, in a match that was made when Diesel WASN'T the World Wrestling Federation Champion and last, but not least, there were NO shots at Shawn Michaels during his two title reigns. Again Shawn's speed and quickness may have been enough to kill the already Dead Man, but guess what—WE'LL NEVER KNOW!!!

When Sycho Sid recaptured the Federation Title back in February, there was just no more denying the Undertaker. The fans saw to that. They were mad as HELL, and they weren't going to take it anymore!!! They bombarded the World Wrestling Federation through phone calls, faxes, e-mail, chat rooms, message boards and carrier pigeons! They wanted their UNDERTAKER—and they wanted him NOW!!! Take your office bureaucracy and STICK IT—deep within the part that doesn't get tanned in the summer!!! Whether the suits liked it—OR NOT—it was his time!!! Yes, the time had come to celebrate DEATH!!!

Undertaker, this Blood's for you!!! For six long years you overcame and endured every political hill and valley thrown your way by a funeral procession of STIFFS IN SUITS!!! Time and time again they attempted to bury you, but you just refused to be put to rest. You withstood the test of bureaucracy and stood tall alongside your Creatures of the Night throughout. As of press time, you are three weeks away from what you call "WrestleMania the 13th", and whether you stalk out of that ring the World Wrestling Federation Champion or not... means absolutely nothing. In the minds of many—including this columnist—you have been a champion all along. It's just about !@#\$% time they let you make it official!!!

REST IN PEACE. **WF**



IS THERE LUCK IN THE SHAMROCK?

This past February, legendary Ultimate Fighting Championship master Ken Wayne Shamrock made a special appearance on *RAW* when he was at ringside for the World Wrestling Federation at New York's Manhattan Center. Months before, fans on the Internet talked of rumors surrounding the fighter and his jump to professional wrestling... and when they spotted him sitting at ringside, the New York fans went crazy! To the fans who are familiar with the U.F.C. and its style, Shamrock became the main attraction before the event even got underway, as loud chants of "Shamrock! Shamrock!" roared from the seats.

Over his career, this former Ultimate Fighting Champion has faced the likes of tough men like Royce Gracie, Dan Severn and Pat Smith en route to becoming one of the most dangerous athletes to walk the planet. While plying his brutal trade inside the Octagon (the caged

ring where the U.F.C. competitors fight), Shamrock looked death in the eyes and came out on top.

As of press time, the Ultimate Fighting Champion is contemplating stepping into the squared circle. Although Shamrock may be a little smaller than most giants in the Federation, he is clearly a man whose reputation walks up and smacks people in the face even before he physically does!

Superstars such as Psycho Sid, Vader and Stone Cold Steve Austin know exactly what Shamrock is capable of. Even the Nation of Domination leader Faarooq—who challenged the newcomer on that very *RAW*—showed caution by having his thugs guard his back. When it takes an entire Nation to possibly keep one man in check, THAT'S RESPECT!

Welcome to the World Wrestling Federation, Ken Shamrock... and get ready for the ULTIMATE test!!!

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May

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- 5 Valparaiso, IN (*RAW*)
- 9 Hamilton, ONT, CAN
- 10 Scranton, PA
- 11 Richmond, VA
(*In Your House*)
- 12 Newark, DE (*RAW*)
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Blackhawk Graphics Ltd., makers of the already successful Shawn Michaels and Sunny planners (which include a phone book, trivia, calendar and photos of both superstars) is owned by former New York Giants great and current New York Jets Director of Player Development Carl Banks.

Back by the popular demand of thousands of Federation fans who have already experienced this new invasion on their computer, Blackhawk is now set to unveil even MORE screen savers featuring the biggest names in sports-entertainment!

Soon, you will be able to leave your computer in the comfort of knowing that the Undertaker, Bret "Hit Man" Hart or Sable are keeping it company! Each one of these Federation superstar screen

savers will feature 13 new photos, authentic sound with each new screen, a trivia game, a puzzle and MUCH MORE!

Also in the works for Blackhawk are screen savers featuring the highlights of WrestleMania 13, a "Best Of" series featuring the Royal Rumble and SummerSlam and even a Hall of Fame screen saver including the all-time greats in the Federation! The company also has plans to do a screen saver for EVERY major Federation superstar, meaning it won't be long before YOUR favorite will be available!

To get your hands on a catalog from Blackhawk, write to them at:

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“Quote of the month”

"Let me tell you something about this so-called ECW! They are nothing but a bunch of has-beens working out of some bingo hall in Philadelphia! If any of those losers have any guts at all they would come right down here and show me what they have!"

—Jerry "The King" Lawler, on a recent *Monday Night RAW*

You Don't Say

When Polynesian sensation Rocky Maivia isn't swimming with the "big fish" of the World Wrestling Federation, he can often be found off the coast of his parents' Florida home! It seems Maivia is a very skilled light tackle saltwater fisherman!

**THE NATION OF DOMINATION'S
TOP FIVE SPRING ACTIVITIES**

1

Instead of walking the elderly across the street on a warm spring day, the Nation takes turns throwing them for distance into traffic!

2

If the Nation witnesses a child selling lemonade for a nickel in the neighborhood, first they drink all the juice, and then they have Clarence sue the brat for operating a beverage stand without the proper permits!

3

In celebration of baseball spring training, Wolfie D and JC Ice clean the baseball bats out of the garage and then go visit the neighborhood kids and "inspect their kneecaps".

4

Instead of attacking opponents with chairs and two-by-fours as they normally do, when spring rolls around, Faarooq, Crush and Savio choose rather to knock out their opponents with garden tools (hoes, rakes, spades, etc.)!

5

Keep an eye on the flowers at the old folks' home! When they start to bloom in May, the Nation of Domination lets their guard dogs out to "do their thing" in the garden!

man Marc Mero and Sable

an intimidated, pussy cat-like demeanor at ringside, which constantly called for the protection of the Wildman; but she was now determined to turn her cries of woe into a cat-scratching fever pitch!

Since Sable's dramatic change of attitude, Mero seems to finally be swinging on the right vine. Now, with his dangerous, vivacious "Jungle Cat" in tow, he eagerly hunts his prey in an effort to get back what he feels is rightfully his.



EDITOR: Since entering the World Wrestling Federation about a year ago, it seems to be an ongoing roller coaster ride for the Wildman. You win a few, you lose a few, but you haven't been able to get on that much needed "roll". What do you think your inconsistencies may be attributed to?

MERO: Well, when I first came to the World Wrestling Federation, I came in with the intent of "playing by the rules." However, I soon found out—that there were no rules! I lost a majority of my matches by having to protect Sable from rule breakers, who had no rhyme or reason to stalk her on the outside of the ring other than to make me lose my concentration.

EDITOR: Although your point is valid, it appeared that you became just as frustrated with Sable as you were with your opponents.

MERO: You know, I'm almost ashamed to admit it, but that was the case. That was the reason for the heated argument between Sable and I on *Shotgun Saturday Night*. That night we talked and it came down to us either going our separate ways, or her taking care of business on the outside of the ring. We agreed right then that we, as a unit, would do whatever it took to get to the top of the World Wrestling Federation! We changed our attitude!

EDITOR: Marc, let's talk about your wrestling style. Many of your critics have said that your high-flying aerial game may be too risky for your own good. One false move and it's YOU flat on your back, 1-2-3. What do you have to say regarding that, and would you ever consider changing your style?

MERO: Yes, there is a lot of truth to that. I'm going to try to keep myself a little more "grounded". That's not to say that you're not going to be seeing any more high-flying moves, because you will. The "Wild

Mero and Sable

MERO: It definitely brought us closer. Sable has always wanted to get more involved, but it was me keeping her back. But, it got to the point where... basically she needed to carry her own weight. If there's a problem outside the ring... she's got to take care of it. Since Sable and I came to this understanding, I think you've seen the Wildman back on track.

EDITOR: Sable, based on what Marc is saying, it appears that you are putting yourself in the "danger



**IN THE
RING OF
FIRE**

Interview



zone". Are you prepared to do that both mentally and physically?

SABLE: I realize that I'm putting myself on the line, but it's for a very good reason. As Marc said earlier, in watching our matches we have both determined that I have been the negative influence on the team rather than a positive. Now... it's time for me to carry myself. Yeah, I'll be in the danger zone, but if I didn't think that I could handle myself I wouldn't be there.

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VIA SURVIVE IT?

By Mike Archer

former World Wrestling Federation Tag Team Champion Rocky Johnson, the World Wrestling Federation's first third-generation superstar added to that heavy load by choosing to put aside his birth name, Dwayne Johnson, and label himself Rocky Maivia in honor of his kin.

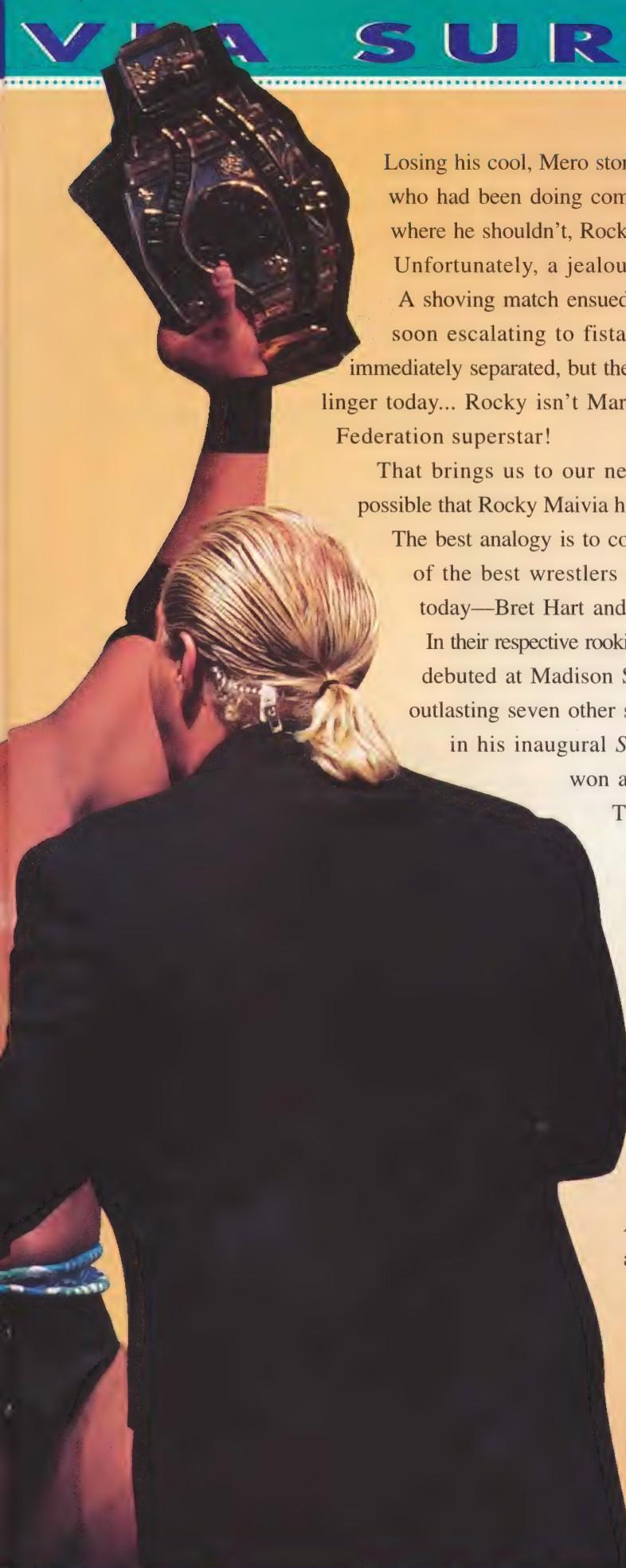
Now, even though Rocky has made it clear that he wants to make his own way without special consideration, the road already paved for him by his ancestors has made his expectations unbelievably high! Unfortunately, as many experts will tell you... high expectations have been the cause of many downwardly spiraling careers! The classic example of that would be David Sammartino. A kid with a lot of promise, he had the skills but he just couldn't get out of his own way. Although he did have some success early in his career in Georgia, it never amounted to anything big. How could it have? His father, Bruno Sammartino, was—and, still is—regarded as one of the greatest World Wrestling Federation Champions of all time.

This brings us back to Rocky Maivia—a man with not one but TWO pairs of boots to fill. Add to that the many other distractions and daily rigors of sports-entertainment and young Rocky may be

"THIS BRINGS US BACK TO ROCKY MAIVIA—A MAN WITH NOT ONE BUT TWO PAIRS OF BOOTS TO FILL."



ORE JINX!



Losing his cool, Mero stormed off, leaving Sable easy prey for the Honky Tonk Man who had been doing commentary. Acting on instinct, but perhaps getting involved where he shouldn't, Rocky hit the ring and went to the aid of the damsel in distress. Unfortunately, a jealous Mero returned. A shoving match ensued between the two, soon escalating to fistcuffs. They were immediately separated, but the ramifications still linger today... Rocky isn't Marc Mero's favorite Federation superstar!

That brings us to our next question. Is it possible that Rocky Maivia has already peaked?

The best analogy is to compare him to two of the best wrestlers in the Federation today—Bret Hart and Shawn Michaels.

In their respective rookie years neither man debuted at Madison Square Garden by outlasting seven other seasoned wrestlers in his inaugural *Survivor Series* or

won an Intercontinental

Title less than three months following his professional

debut! They both started out slowly by taking their lumps and paying their dues. It was only through time that they both improved, sweating it out... day after day, after day. Has Rocky already reached his full potential? Or, will he continue to grow both mentally and physically as many greats before him have?

So many factors—a grueling road schedule, charity events, personal appearances, not to mention working... and then working some more on his wrestling game. At the moment, Rocky appears to be up to the challenge, as long as he keeps in mind that it's his opponent he's wrestling... not the legend of his father and grandfather before him. But perhaps... just perhaps... Rocky Maivia can physically AND mentally handle everything that the World Wrestling Federation throws his way over the next year, don't be surprised if you see him back at that same Madison Square Garden sporting an even more prestigious gold belt around his waist. **WF**



ur on *The Simpsons*

Moe's Tavern. What better way to relax after getting your body beaten, broken, bumped and bruised for a full month on the road than to stop in at the charismatic pub and suck down a few cold ones with Homer and the boys?!

BY
VINCE
RUSSO



explained Bret. "However, the day I went to work there was a group of kids with pictures of me, asking for my autograph. After I

spent some time with them I think the producers realized that Bret "Hit Man" Hart was more than just another wrestler. So, instead of using just a generic wrestler, they opted to animate me! That was an honor for me. A complete thrill!"

As far as the experience of getting to hang out for a day in Springfield, Bret admitted that, compared to other acting he had done—most notably *Lonesome Dove*—doing a voice for animation was much easier.

(Top left) Hart family members (from left to right) Bret, son Dallas, daughters Jade and Beans, wife Julie and son Blade. (Below left) Wearing his "authentic" *Simpsons* jacket, Bret clown's around with youngest son Blade, while Springfield's favorite fam (right) hangs out at home.

"Not being on camera naturally made it much easier," explained Bret. "I did my voice at least 15 different ways emphasizing many different emotions. I would say each one took me about five seconds. I got the feeling that some of the other celebrities who had done *The Simpsons* had a much more difficult time than I did. The producers of the show seemed to be blown away with my many variations and how quickly I could do them."

After the director yelled, "That's a wrap," Bret reflected back on the experience and had nothing but praise for the stars of the show. "Bart was everything I thought he'd be," replied the Hit Man. "He was a lot like me when I was growing up. I can remember one episode of *The Simpsons* in particular where Bart was petrified that he was going to fail school. That was always a big deal for me growing up. I was scared to death of being the first Hart to fail in school. I think men and boys of all ages relate to Bart. I definitely see him in Dallas and Blade [Bret's two sons]. From skateboarding to the 'radical' expressions they use to bugging their sisters. Bart lives in both of them."

When asked what he would remember most about hangin'-n-bangin' in Springfield, Bret said, "I've had many great accomplishments here in the World Wrestling Federation, but I truly feel that appearing on *The Simpsons* is what is going to make Bret "Hit Man" Hart immortal. Oh, and one last thing—Mr. Burns is nothing like Vince McMahon. At least Burns gives his employees SOME days off!" **WF**



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MANKIND. MADNESS OR BRILLIANCE?

By Bill Banks

On the outside, the madman squeals in delight as he dislocates his fingers with a hammer—and then cackles when he pops them back into place.

On the inside there's a very different story, as the mind of a genius grinds its gears... perhaps busy solving the mysteries of life.

On the brink of insanity and brilliance, Mankind's soul teeters—between the cannibalism of Hannibal Lector and the pure genius of Albert Einstein. If you can see past the leather mask, the remnants of what used to be an ear and the blotches of skin that once sprouted hair, there may be something more than madness roaming behind that hideous face. Something more intriguing and frightening than any human being could ever imagine. Could he possibly be of a higher intelligence than Lector and Einstein combined? Remember, even as adults, these notables couldn't even tie their shoes... Mankind can. Perhaps because of this simple fact, the life Mankind leads may in fact be a ploy, a cover-up of awesome proportions over the past 32 years. Perhaps waiting for that exact second to reveal to

us what he truly represents? Think about it—more than three decades spent going mad. At what point do you realize that pulling out your own hair isn't normal? When does the pain stop... only for the sound mind to return?

Some people say that the recovery may have occurred at the 1996 *Survivor Series* when Mankind battled the Undertaker. The phenom's "rebirth" sent shivers up our spines, but something more subtle and fascinating happened inside Madison Square Garden that night. When Mankind suffered an injury to his knee during the match, he slowly rolled to the outside and sat up on the ring apron like a kid at his first doctor's appointment. There he studied his injured joint for a moment and then jabbed a steel spike into it. Fans—and even Paul Bearer—were horrified at what they were witnessing!

But... after he stood up and re-entered the ring, his actions became crystal clear. While he was ramming that spike into his knee, he somehow fixed what was broken, almost as if he possessed the skills of a surgeon.

Panning the arena, you could see those few seconds put the fear of God into the fans. For the first time in his Federation career, everyone realized Mankind wasn't just a monster with scars riddling his body. He was out there wrestling under any decent restraint... totally beyond the pale of any acceptable human reasoning and, yet, what he accomplished was truly ingenious.

However, let's not forget Paul Bearer—the man who Mankind has labeled "Uncle". While the war of rational and irrational was being fought in his protege's mind, many said Bearer may have served as a guiding light for the "madman". Here was a manager who has been in the "system" of the Federation for close to seven years... and has established ties that not even Clarence Mason and Sunny can claim. If there is anything that Mankind needs in the Federation, Bearer can get it. But you must wonder... does Mankind in fact have a twisted final plan for his rotund manager?

Think about it. Paul Bearer is a man who may already have one foot in the grave—courtesy of the

PERSONALITY PROFILE

FAVORITE BAND:

Rubber

BIGGEST THRILL IN LIFE:

Awakening each dark morning with the fragrance of liniment in my nostrils!

PERSON YOU WOULD MOST LIKE TO MEET:

Ted Kaczynski

FAVORITE SPORT (BESIDES WRESTLING):

Recreational dentistry

FAVORITE ATHLETE:

O.J. Simpson

FAVORITE TELEVISION SHOW:

"We interrupt this program for a special news bulletin..."

HOBBIES:

Pathology, embalming, taxidermy, poetry, cooking

FAVORITE FAST FOOD:

Chipmunks

FAVORITE FOOD:

Chipmunks

BEST ADVICE EVER RECEIVED:

Insanity is a foolproof defense!

FAVORITE ACTOR:

Hannibal Lector

FAVORITE ACTRESS:

Lizzie Borden

FAVORITE MOVIE:

The Sound of Music

IF I COULD HAVE DONE IT DIFFERENTLY, I WOULD HAVE...

I'd do it all insane!

**FAVORITE VIDEO GAME:**

DOOM

SECRET TALENT:

I'm a very passionate kisser and a gentle cuddler!

FAVORITE CARTOON CHARACTER:

Beetlejuice

SPECS:

Height: 6'2"

Weight: 287 lbs.

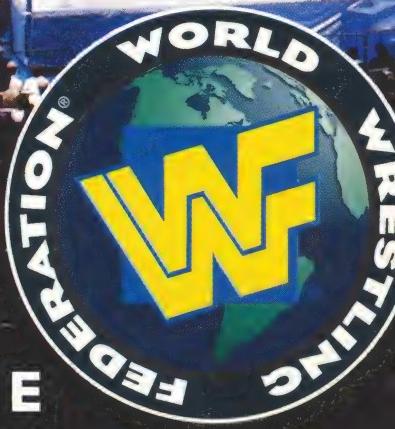
From: the Boiler Room

P R O S H O P

SUNNY SAYS...

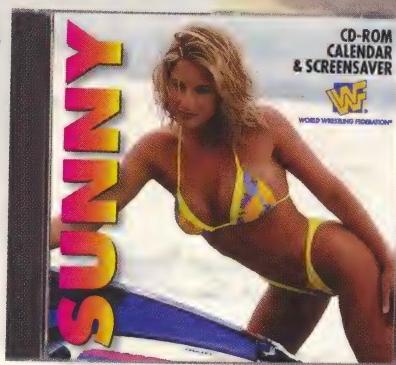
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'98 Calendar and Screensaver**

All your days will be Sunnier...
and hotter, too!
06002 \$15.00

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Screensaver**

Don't miss this collectors item.
Actual action packed shots of
your favorite superstars from
WrestleMania XII fill your monitor.
00005 \$15.00

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Sunny gets. And Sunny
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(Just ask her!) Black.
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E

97 CLEARANCE



**Every Superstar in the World
Wrestling Federation longs
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How about you?**

A. Brass Belt Buckle

Replica of the World Wrestling Federation Championship belt.
Solid Brass. Belt strap not included.
00001 ~~\$29.95~~ \$19.50

Collect all three World Wrestling Federation belts, and be the World Wrestling Federation Champion in your house. Each belt is 41" long by 3" wide. Adjustable Strap. Durable foam and polyurethane construction.

B. World Wrestling Federation Champion Belt

00009 \$16.00

C. World Wrestling Federation Intercontinental Belt

00010 \$16.00

D. World Wrestling Federation Tag Team Belt

00011 \$16.00

E. Undertaker Belt

Wear this belt and enter into the dark side. Leather upper.

03011 ~~\$29.95~~ \$19.50

Sizes:

S 28-30

M 32-34

L 36-38

XL 40-42



A



B



C



D



E



'97 CLEARANCE

**Put your body in a Body Tee and
become a World Wrestling
Federation Superstar.**

A. Bret Hart Body T-shirt

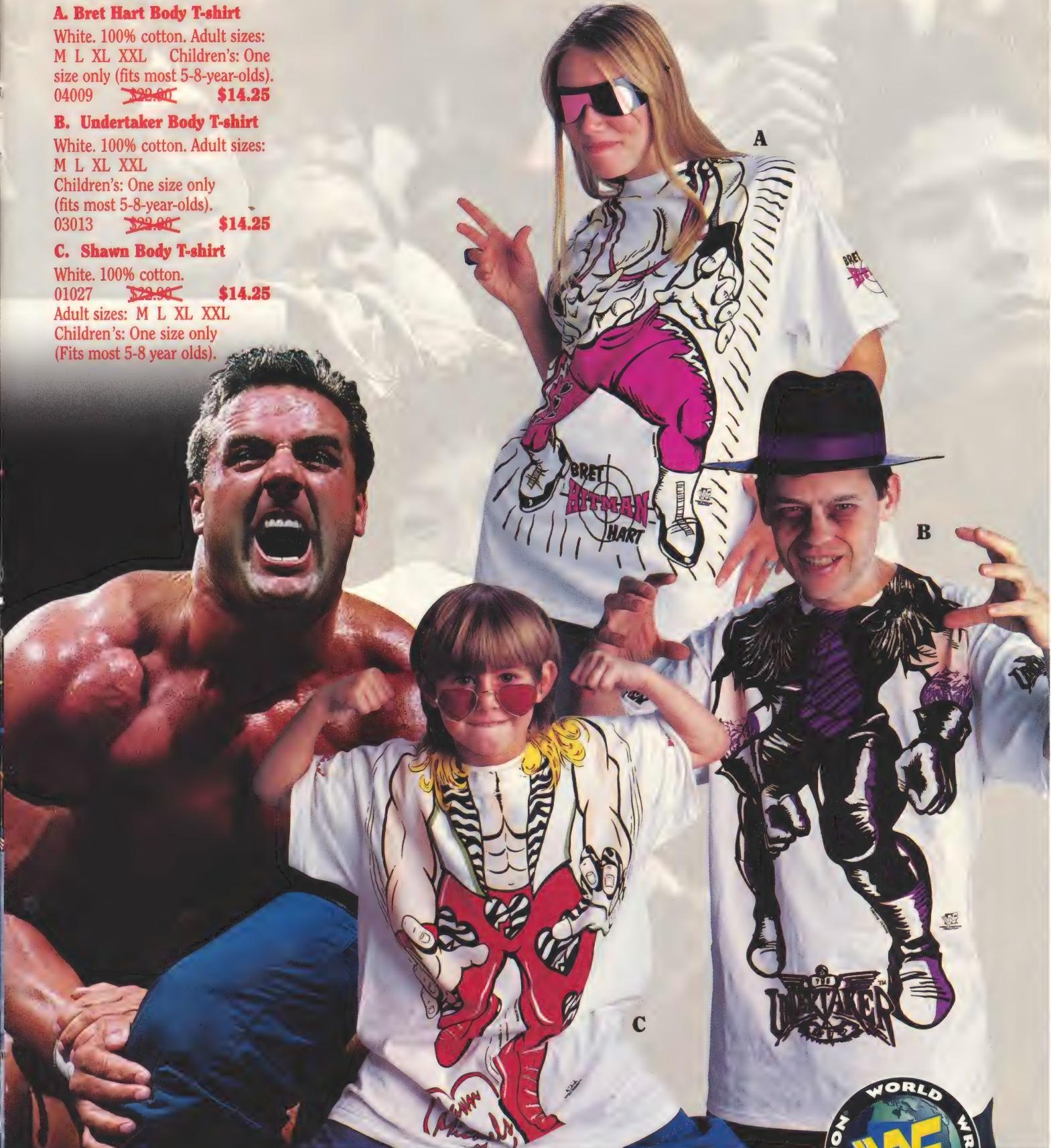
White. 100% cotton. Adult sizes:
M L XL XXL Children's: One
size only (fits most 5-8-year-olds).
04009 ~~\$29.95~~ \$14.25

B. Undertaker Body T-shirt

White. 100% cotton. Adult sizes:
M L XL XXL
Children's: One size only
(fits most 5-8-year-olds).
03013 ~~\$29.95~~ \$14.25

C. Shawn Body T-shirt

White. 100% cotton.
01027 ~~\$29.95~~ \$14.25
Adult sizes: M L XL XXL
Children's: One size only
(fits most 5-8 year olds).



'97 CLEARANCE



*Stay on time with two of
your favorite World Wrestling
Federation Superstars.*

A. Shawn Michaels Clock

Who can resist a chance to put Shawn up against the wall? 3 year warranty.
Clock diameter 10."

01007 ~~\$29.95~~ \$21.50

B. Shawn Michaels Wristwatch

Keep time with the Heartbreak Kid.
One-inch watch-face diameter.
Limited lifetime warranty.

01006 ~~\$19.95~~ \$19.45

C. Undertaker Wristwatch

The second-hand is a floating urn.
One-inch watch-face diameter.
Limited lifetime warranty.

03006 ~~\$19.95~~ \$19.45

Wall Banners: Hang out with
your favorite Superstar. Polyester.

D. Undertaker Banner

03012 ~~\$29.95~~ \$19.45

E. Shawn Michaels Banner

01020 ~~\$29.95~~ \$19.45

F. Bret Hart Banner

04008 ~~\$29.95~~ \$19.45

D



A

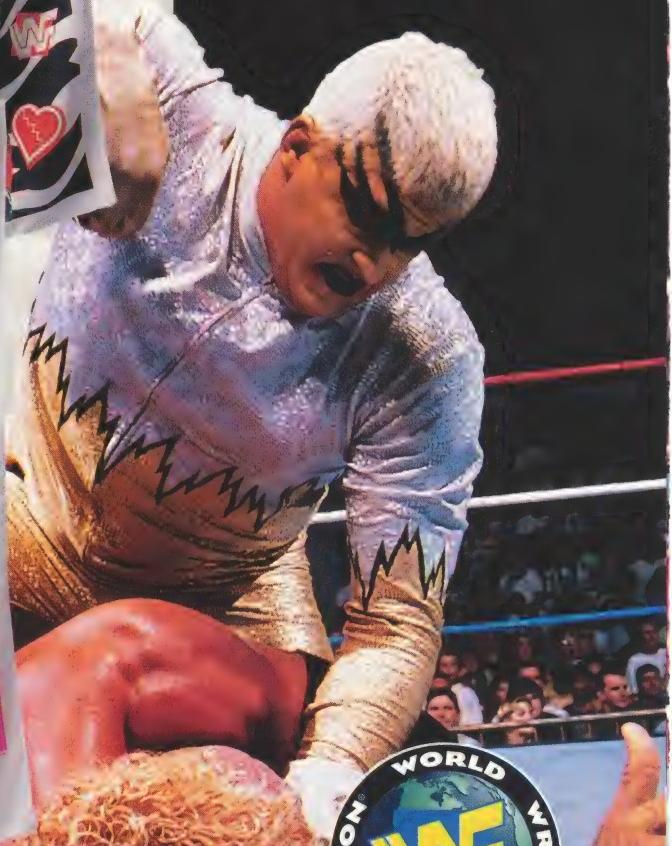
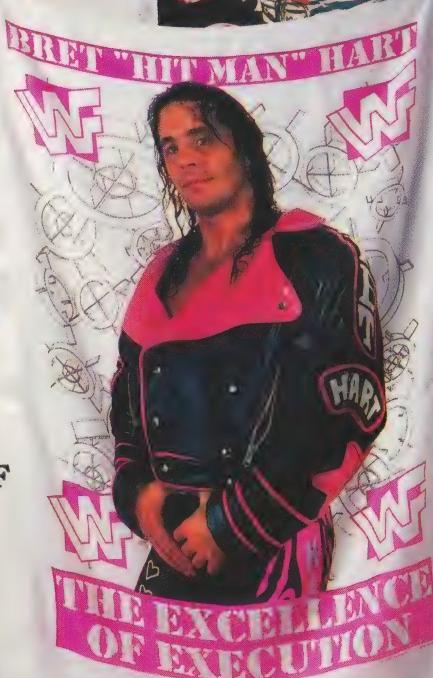


B

C

F

E



97 CLEARANCE

- A. Shawn Michaels Heartbreak Kid Action T-shirt.** Guess who's droppin' in? Shawn Michaels. Black. 100% cotton. XL
01026 ~~\$24.95~~ \$14.25
- B. Shawn Michaels Pendant and Clip-on Earrings Set.** Pewter.
01010 ~~\$19.95~~ \$12.95
- Superstar Pin Set Collection.**
5 pins in each set, don't get stuck, collect all three sets!
- C. Bret Hart Pin Set**
01002 ~~\$10.95~~ \$10.35
- D. Undertaker Pin Set**
01004 ~~\$10.95~~ \$10.35
- E. Shawn Michaels Pin Set**
01004 ~~\$10.95~~ \$10.35



97 CLEARANCE

**Make a reversible decision!
Order a reversible tank
and short set.**

Black inside and printed outside.
Polymesh material.

**A. Jammin' with the Kliq:
Tank and Short Set**

Red/Black Mesh. M L XL XXL
01003 ~~\$24.90~~ \$29.20

**B. Undertaker Tank
and Short Set**

Glow in the dark print.
Purple/Black Mesh. S M L XL
03003 ~~\$24.90~~ \$29.20

**Do you have what it
takes to wear Shawn &
Undertaker's shorts?**

C. Shawn Michaels Boxers
Unisex. 100% cotton. All-over
print. L XL XXL
01008 ~~\$14.90~~ \$14.00

D. Undertaker Boxers
Unisex. 100% cotton. All-over
print. S M L XL XXL
03007 ~~\$14.90~~ \$14.00



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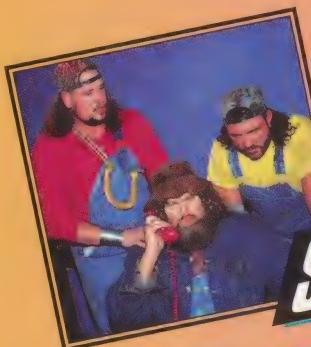
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Superstar every day!

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Federation adventure
and try to win a prize!

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the walking blue light
special... or so he would
want you to believe!

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Superstar. If you emerge
victorious, you'll win
a prize!

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and behind the scenes
info on Federation
happenings!

7 French/Canadian Report with Ray Rougeau

The latest Federation
news from the
Great White North!

8 Post Match Interviews

During every Federation
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comments from the
winners and losers of the
matches that take place!

MR. BACKLUND'S TOP TEN CRITERIA TO



PROGNOSTICATE OR DIAGNOSE PLEBEIANISM

Robert L. Backlund

PO Box 973
Glastonbury, Connecticut 06033

March 25, 1997

Dear People Who Question Their Plebeianism

1. If you are unable to ascertain the seventeenth letter of the alphabet in five seconds, you can consider yourself a plebeian.
 2. If you utilize squalid language at any time, you are a plebeian.
 3. If you say "you know what I mean, man" more than once a year, you are a voluminous plebeian. (You cannot ruminante.)
 4. If you throw paper out the window of your vehicle or on the floor at sporting events, you are a gigantic plebeian.
 5. If you are not trying to augment your ability to cerebrate and procuring knowledge daily, you are an indolent plebeian. (Intelligent people are constantly pursuing new information.)
 6. Plebeians use drugs.
 7. A plebeian would not be able to recite the 1, 2, 3, 16 and 32-42 Presidents of the United States.
 8. If you would rather receive a million dollars than become adroit at reading, you are ruminating like a plebeian.
 9. If you believe the government is responsible for your actions, you qualify to use the word plebeian as your appellation.
 10. If you perused through these criteria and did not amass the meaning of the word or words you could not understand, you are also a plebeian.
- There is no assemblage of individuals that can exempt themselves from the standards you have just read. But there is a characteristic deficiency in all plebeians. That ingredient is respect. Plebeians lack respect for the planet they live on, the country they live in and the people they live around. However, plebeians try to demand respect from the environment and they cannot accomplish that because they do not respect themselves. In conclusion, if you would listen to Mr. Backlund's didactic mantra, you would acquire the knowledge to gain inner respect. Then you would have a quintessential life.
- I was a plebeian for 40 years, and I know what you are feeling. However, excuses will not solve this problem. Each individual plebeian has to take the (responsibility) to vicissitude.

Wisdom-Freedom,

Bob Backlund™

Mr. Bob Backlund

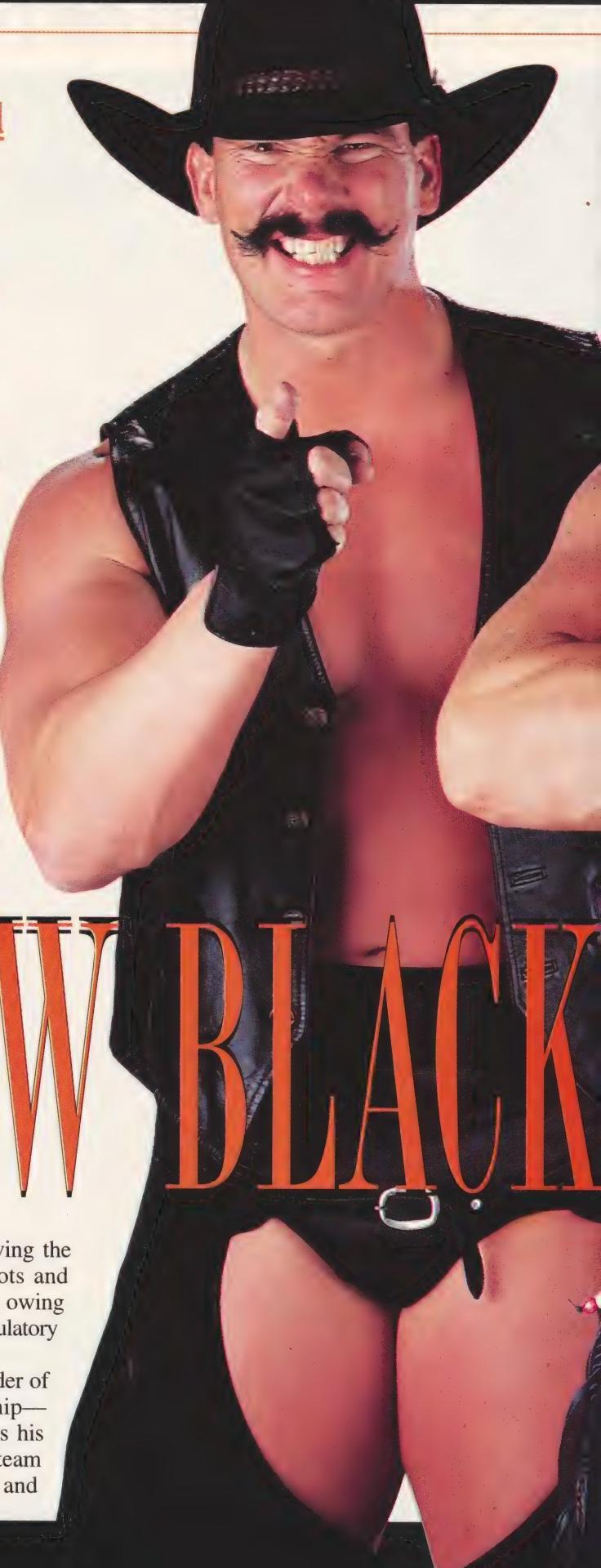
Both had tried putting the past behind them—sweating in the gym, creating their own maneuvers in the ring, cutting down adversaries and earning their place in the World Wrestling Federation's New Generation.

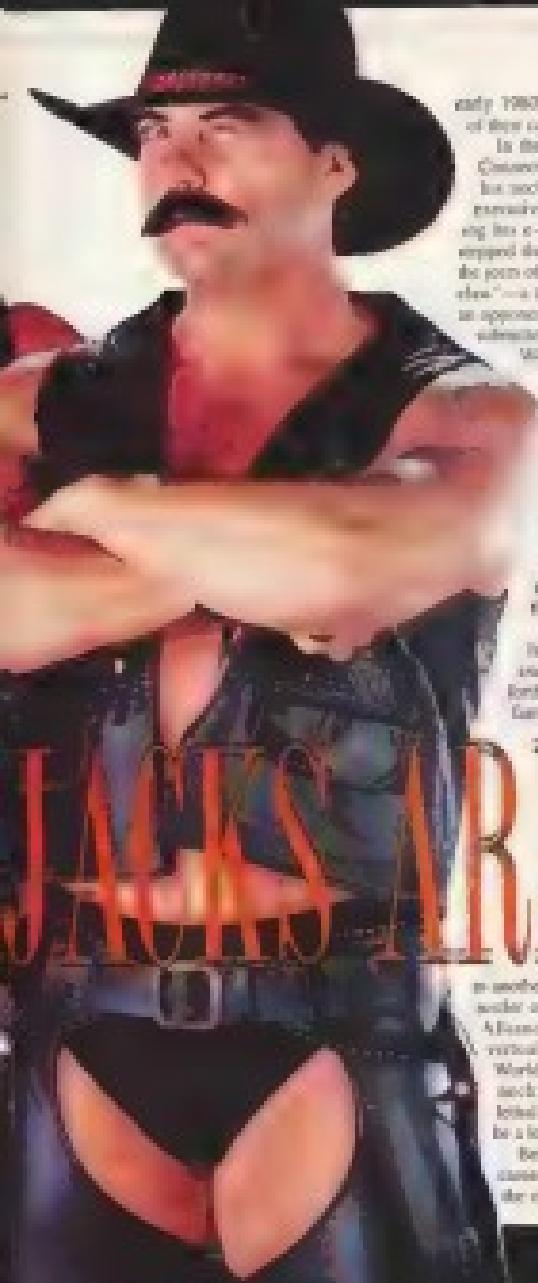
A Generation After Mulligan & Lanza:

THE NEW BLACK

Always, the Old Generation was close by—shadowing the competitors as they distanced themselves from their roots and went after fame and glory in the fashion of 1990s athletes, owing allegiance to no one, and basking in triumph in a self-congratulatory manner that didn't exist in a prior time.

Back on the ranch, Blackjack Mulligan—former co-holder of the World Wrestling Federation Tag Team Championship—watched his son, "The Stalker" Barry Windham, do things his way, resigned to the notion that there could be only one team called the Blackjacks, a duo that sparkled in the 1970s and





By Alan Brinkley (Continued from p. 1)

early 1980s, then stalled as its members reached the zenith of their careers.

In the World Wrestling Federation offices in Stamford, Connecticut, Mulligan's partner, Macky Lares, influenced his mentor, adjusted his cufflinks, and lived the life of an executive, going to the office, sitting in meetings, and reading his e-mail. Gone were the days when he and Mulligan stepped through the curtains at Black Country bars, reciting the poem of the crowd and pinching opponents with the "black claw"—a torturous hold administered by clamping a hand over an opponent's face and squeezing on his temples until he either submitted or passed out. As a prominent component of the

World Wrestling Federation front office, Lares sometimes dozed himself overwhelmed by administrative tedium, barely mindful of the fact that Jake "Hawk" Bradshaw—one of the wrestlers he was in charge of supervising and, periodically, disciplining—was his boss. From Bradshaw's point of view, Lares immediately appeared to mix him well. As a big, burly, rawboned, broad-shouldered, squat-looking, muscular man, Joe Harvey was impressive. In his earlier years, he had won some of the toughest names in the Federation, snuffing money, and making sure the ones who beat him felt the ravages of war.

Given his size, bearing and Texas toughness, his role in the Bradshaws made sense once someone was aware of the connection. But before Lares came back recently and acknowledged that Bradshaw was his "son," the jovial Lares was more often compared

JACKS ARE BORN

In another native of the Lone Star State, Stan Hansen, a young soldier of the ring who had held the old American Wrestling Alliance (AWA) Heavyweight Championship, captured virtually every important title in Japan and twice the World Wrestling Federation Champion, Bruno Sammartino's stock in the 1970s (Hansen's brawling field was the loyal Local Bradshaw's version of the movie was just as he liked more steadily).

Because of the numerous Lares/Wadlow feuds in his career, most fans had forgotten that when he first entered the ring way as a brawler, the man later known as "The

"Stalker" proudly called himself "Blackjack Mulligan, Jr." Like his father, Windham left the locker room clad in a black cowboy hat and matching vest, sporting the thick mustache associated with the Blackjacks. But as Windham's renown spread quickly, he decided that he didn't need his father's reputation to rule the wrestling fraternity. He joined up with another newcomer named Mike Rotundo—later called Irwin R. Schyster, or I.R.S.—and snagged the World Wrestling Federation Tag Team belts in the 80s. As a singles competitor, Windham became one of the best-known wrestling personalities in the world, winning the majority of his matches with the torturous superplex. Today, fans who remember Hulk Hogan's reign as World Wrestling Federation Champion recall that he came to the ring to the strains of a tune called "Real American". However, very few mat-watchers know that the writer of the song penned it with the dynamic Barry Windham in mind.

Windham had been away from the sport of kings for a long sabbatical before returning to the World Wrestling Federation recently, smearing his face with camouflage paint and redefining himself as The Stalker. Occasionally, he passed Bradshaw in the locker room. The two had known each other since early childhood when they sat together in the arena, cheering on the

Blackjacks as they battled Dean Ho and Tony Garea, Dominic DeNucci and Irish Pat Barrett, and Louis Cerdan and Tony Parisi. But this was the 1990s and each wrestler had his own agenda. There was little discussion about the heritage the two shared, as Bradshaw and Windham pursued their particular goals.

No one would tell *World Wrestling Federation Magazine* precisely when this situation changed. As Windham put it, "It's family business." But Windham and Bradshaw's peers noted that the two seemed to be spending a good deal of time together over the last few months, closely watching each other's matches, discussing them in detail after the night's card and experimenting in the gym in the morning.

Over time, Lanza also was drawn into the alliance, coaching the young men on their performances and recommending ways to get ahead—strategies he hadn't divulged since the time the Blackjacks held the World Wrestling Federation tag team belts.

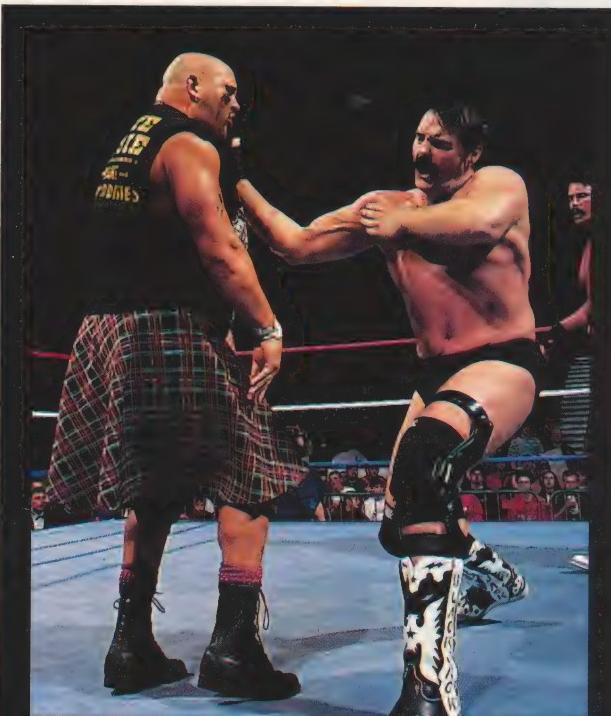
There came a point when Windham and Bradshaw analyzed the World Wrestling Federation singles scene. Shawn Michaels was the Federation Champion for a while, then Sid, then Michaels again, with Bret Hart, the Undertaker, Stone Cold Steve Austin and Vader always lying in wait, ready to pounce on the man with the belt as soon as he grew vulnerable. Hunter Hearst-Helmsley was the

Intercontinental Titlist. But Wildman Marc Mero, Goldust, Ahmed Johnson and Faarooq were the top contenders. Given the circumstances, both Windham and Bradshaw felt that their chances were better if they pooled their resources and made a run for the tag team belts.

"I look at it this way," Bradshaw is said to have told a close friend. "Owen Hart and the British Bulldog are the World Wrestling Federation Tag Team Champions, but they're ready to blow up. It's like a bad marriage. They're going down soon—the question is, 'Who's gonna do it?' Barry and I already have the spirit of the Blackjacks pumping through our veins. If Mulligan and Lanza could

win it all in the 70s, Bradshaw and Windham can do it now, and show the world what the New Generation is all about."

Reportedly, Mulligan and Lanza hadn't spoken in years, after parting ways to follow individual agendas, but now that their squared circle heirs have joined together, so have the original Blackjacks. In another age, this combination was hardy enough to secure the biggest prize in tag team competition. Now they've shifted roles, serving as inspirational strategists for Windham and Bradshaw. Can lightning strike twice? Since the New Blackjacks have embraced the past, they believe that the future will be just as magnificent. **WF**



Following in the spurs of the legendary Blackjacks, Texas bad boys Windham and Bradshaw have incorporated the same raw and rugged style that Mulligan and Lanza dished out and adapted it for modern teams like the Headbangers.

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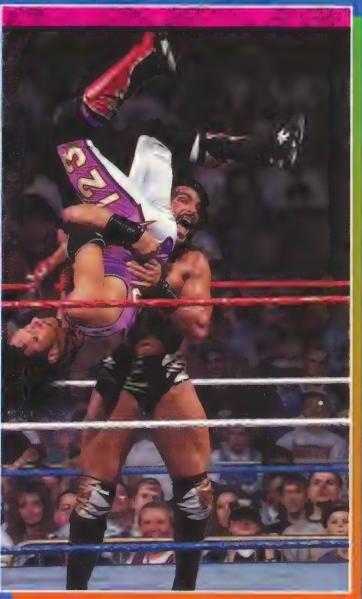
1997

SABLE FINDS HER "WILD" MAN!

WORLD WRESTLING FEDERATION



1997

DEBUT OF A WILD AND CRAZY GUY!

WORLD WRESTLING FEDERATION



1997

THE KING OF PAIN?

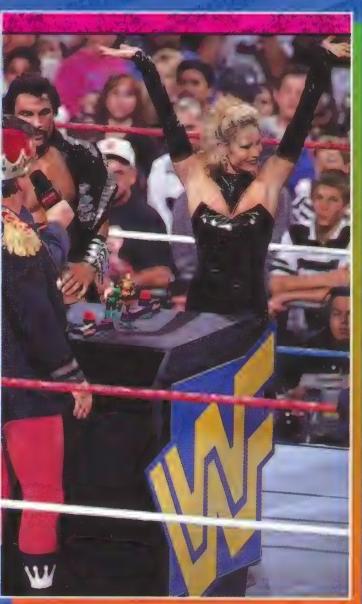
WORLD WRESTLING FEDERATION

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A WILD RIDE TO THE TOP!

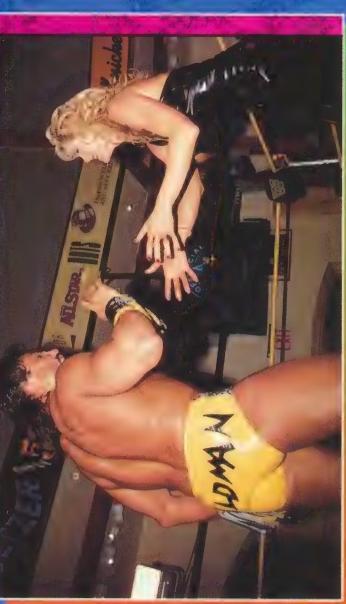
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KARATE FIGHTING THE KING

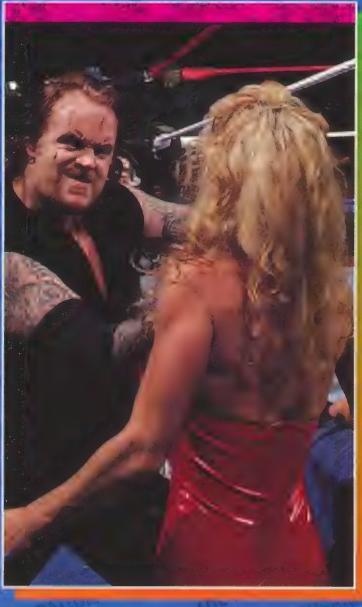
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EVEN MARC AND SABLE HAVE THEIR BAD DAYS

WORLD WRESTLING FEDERATION

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THE GENTLE CAT BECOMES A TIGRESS!

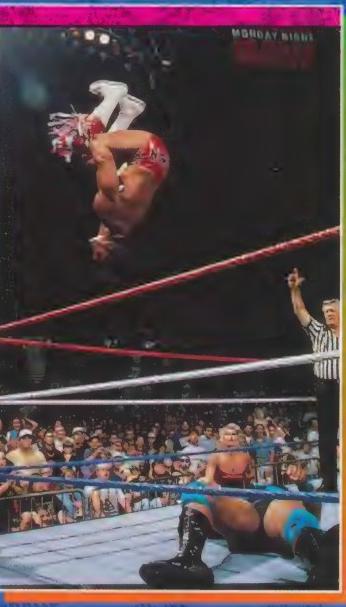
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SABLE—THE QUEEN OF THE WILD!

WORLD WRESTLING FEDERATION

1997

THAT "WILD THING" HE DOES!!!

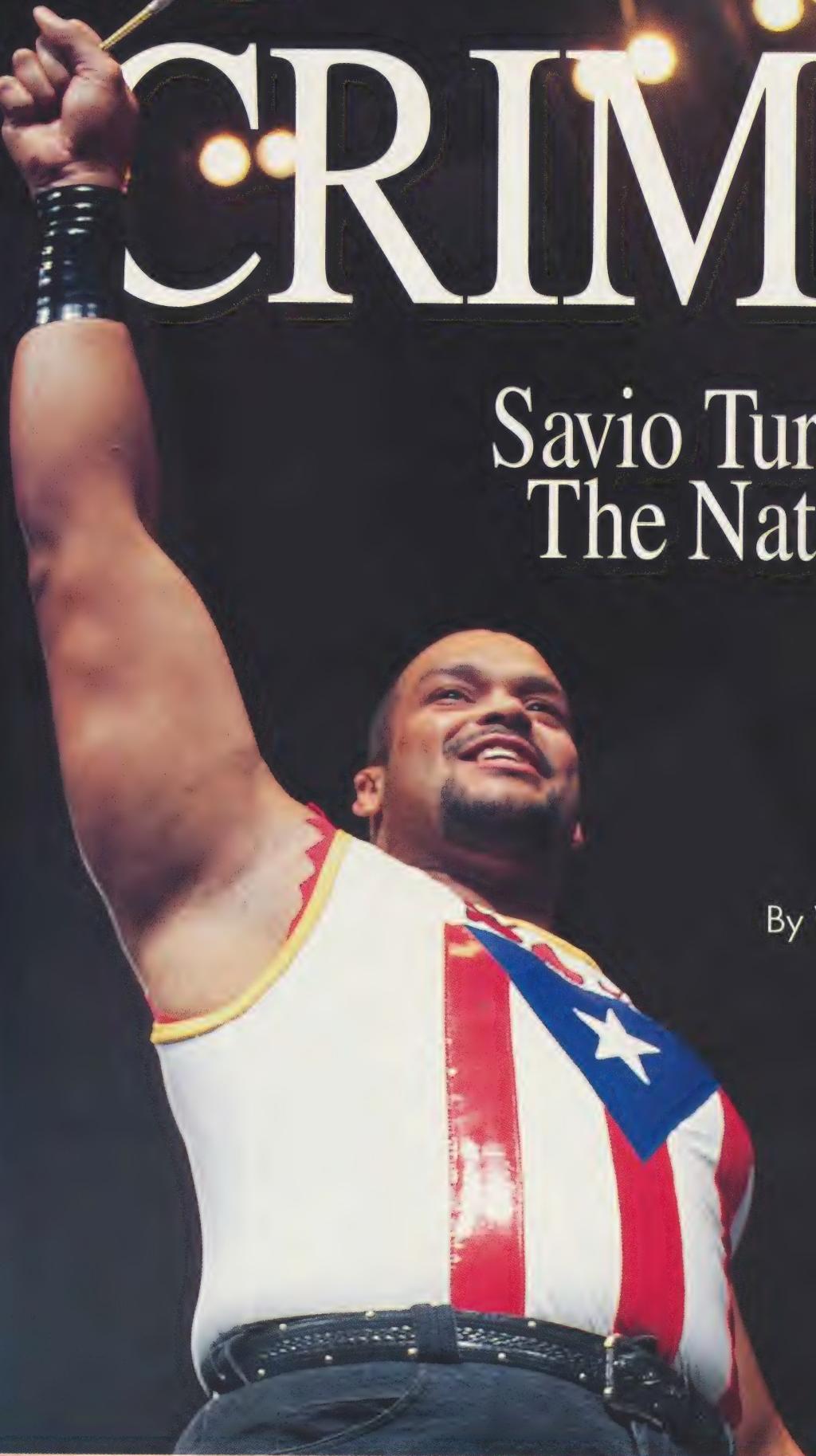
WORLD WRESTLING FEDERATION

JANUARY 25, 1997

CRIME

Savio Turns To
The Nation!!!

By Vince Russo







NEW YORK—Caribbean legend Savio Vega shocked not only his hometown fans, but the entire sports-entertainment world when he turned his back on friend Ahmed Johnson in favor of joining the outlaw gang known as the Nation of Domination! This shocking series of events recently took place at Madison Square Garden during a scheduled tag team bout, which featured Vega and longtime friend Ahmed against Faarooq, leader of the Nation of Domination, and the ruthless Crush.

From the opening bell, both Faarooq and Crush took turns pummeling Savio from pillar to post, all the while preventing the hometown favorite from tagging in Ahmed for the save. The proud Latino took everything that the dastardly duo had to offer, until finally appearing to be on his last leg. With the crowd now rallying around their fallen hero, the resilient Savio was somehow able to mount a miraculous comeback! Buying a second, or two, Savio seized the opportunity as he lunged for the corner in desperation and finally made the tag to an eagerly awaiting Johnson. The pride of Pearl River, Mississippi, wasted no time in turning

the tide! In a matter of minutes he cleaned the clocks of both Crush and Faarooq, capping the damage off with a double Pearl River Plunge! All that was left for Ahmed to do was to cover his fallen prey for the 1-2-3.

However, as he went for the pin, Ahmed was distracted by Savio, who was pleading with him from the corner, begging him to tag out so that he could score the pinfall. Being a totally unselfish team player, Ahmed went to the corner to tag his partner Savio, but Vega had something much different on his devious mind...deceit.

As Ahmed reached out his hand, Savio grabbed him by the back of the head and springboarded his head off the top rope as he jumped off the apron. Clutching his throat, Ahmed fell backwards into the ring, only to be met by the waiting Faarooq. Like a hungry vulture, Faarooq pounced on Ahmed, catching him with the Dominator and then covering him for the 1-2-3.

Later that evening on *Saturday Night*, Savio showed the world that his dirty Garden deed was no mishap, as the Nation of Domination joined him in putting the boots to rookie sensation Rocky Maivia. **W**



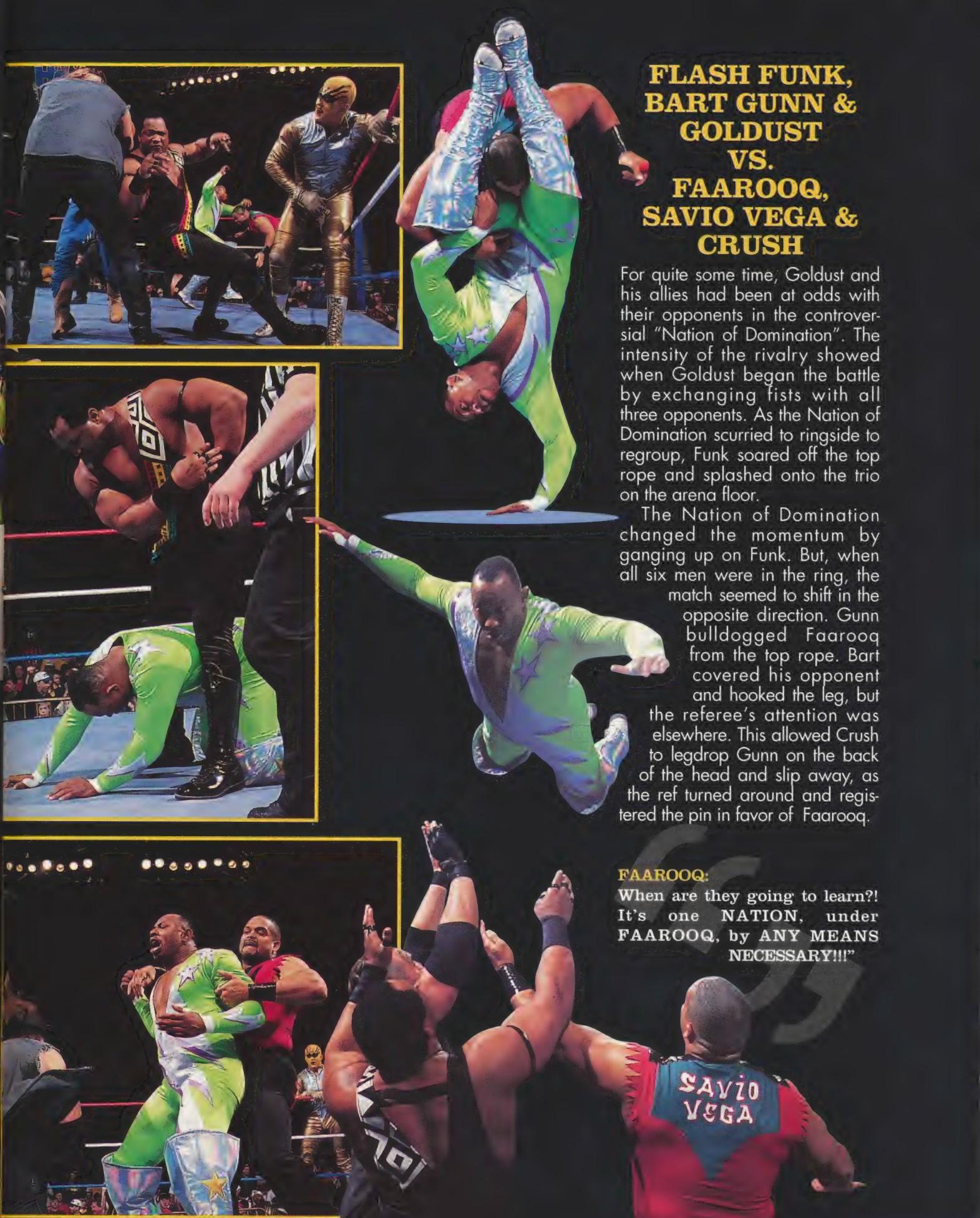
FLASH FUNK, BART GUNN & GOLDUST VS. FAAROOQ, SAVIO VEGA & CRUSH

For quite some time, Goldust and his allies had been at odds with their opponents in the controversial "Nation of Domination". The intensity of the rivalry showed when Goldust began the battle by exchanging fists with all three opponents. As the Nation of Domination scurried to ringside to regroup, Funk soared off the top rope and splashed onto the trio on the arena floor.

The Nation of Domination changed the momentum by ganging up on Funk. But, when all six men were in the ring, the match seemed to shift in the opposite direction. Gunn bulldogged Faarooq from the top rope. Bart covered his opponent and hooked the leg, but the referee's attention was elsewhere. This allowed Crush to legdrop Gunn on the back of the head and slip away, as the ref turned around and registered the pin in favor of Faarooq.

FAAROOQ:

When are they going to learn?!
It's one NATION, under
FAAROOQ, by ANY MEANS
NECESSARY!!!"

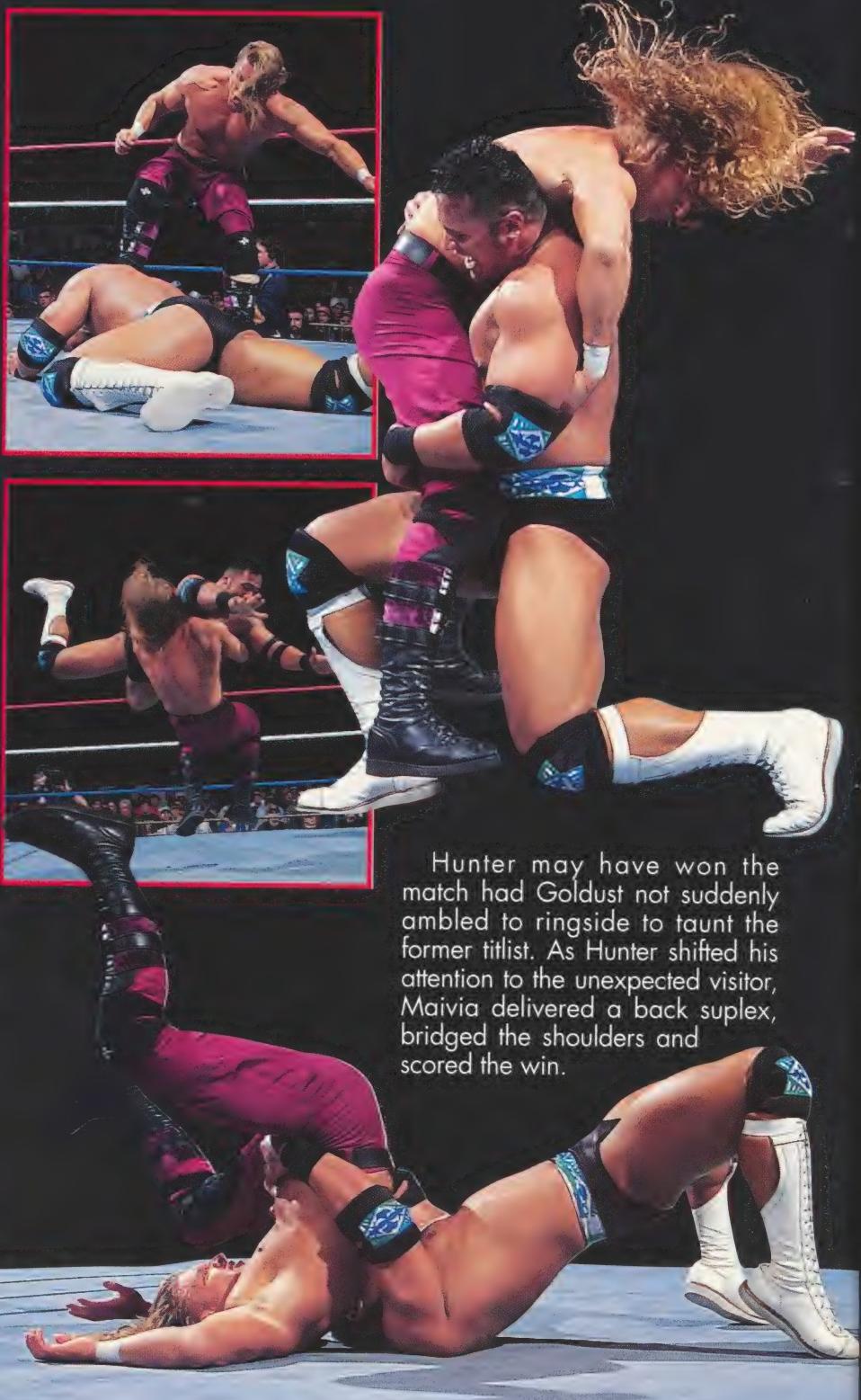


ROCKY MAIVIA
 (WORLD WRESTLING FEDERATION
 INTERCONTINENTAL CHAMPION)
VS.
**HUNTER HEARST-
 HELMSLEY**

Earlier in the week, Helmsley had been humiliated by Maivia, dropping the World Wrestling Federation Intercontinental Title to the sensational rookie in a stunning upset. As the Greenwich Snob labored to regain the strap, he also seemed intent on punishing the youngster, pitching him over the ropes and then sliding across the canvas, kicking Maivia in the face as he tried returning to the ring apron. Shortly afterward Hunter dropped Rocky on the mat, grabbed his legs and flipped him upwards, clotheslining him across the bottom rope.

Maivia was not to be outdone. He hammered Helmsley with fists, flipped him into the corner, executed a powerslam and followed up with a flying bodypress from the top rope.

Still, Rocky made a rookie mistake by climbing to the second buckle and punching down on Helmsley, as he was crunched against the corner. Helmsley saved himself by reaching up, lifting Maivia and dropping his neck across the top rope.



Hunter may have won the match had Goldust not suddenly ambled to ringside to taunt the former titlist. As Hunter shifted his attention to the unexpected visitor, Maivia delivered a back suplex, bridged the shoulders and scored the win.



HUNTER HEARST-HELMESLEY

"Fool me once, shame on you, fool me twice... shame on ME! Rocky Maivia, I guarantee that as soon as my business is done with that wench and her fairy godmother, I'm taking back my gold!!!"
ROCKY MAIVIA

"Hunter Hearst-Helmsley, I'll take it any way I can! Believe me, once you straighten out your personal problems with Goldust and Marlena... you won't have to look too hard to find me!"

OWEN HART AND THE BRITISH BULLDOG

(WORLD WRESTLING FEDERATION
TAG TEAM CHAMPIONS)

VS.
**DOUG FURNAS &
PHILIP LAFON**

Owen and the Bulldog came into this match with their partnership in jeopardy. And the relationship became more frayed as the contest proceeded. Pitted against two highly skilled athletes, the champions had their first altercation when LaFon cradled Owen for the pin, and Bulldog rolled his partner on top. As the referee disciplined the Englishman, Furnas snuck into the ring and placed Hart on the bottom.

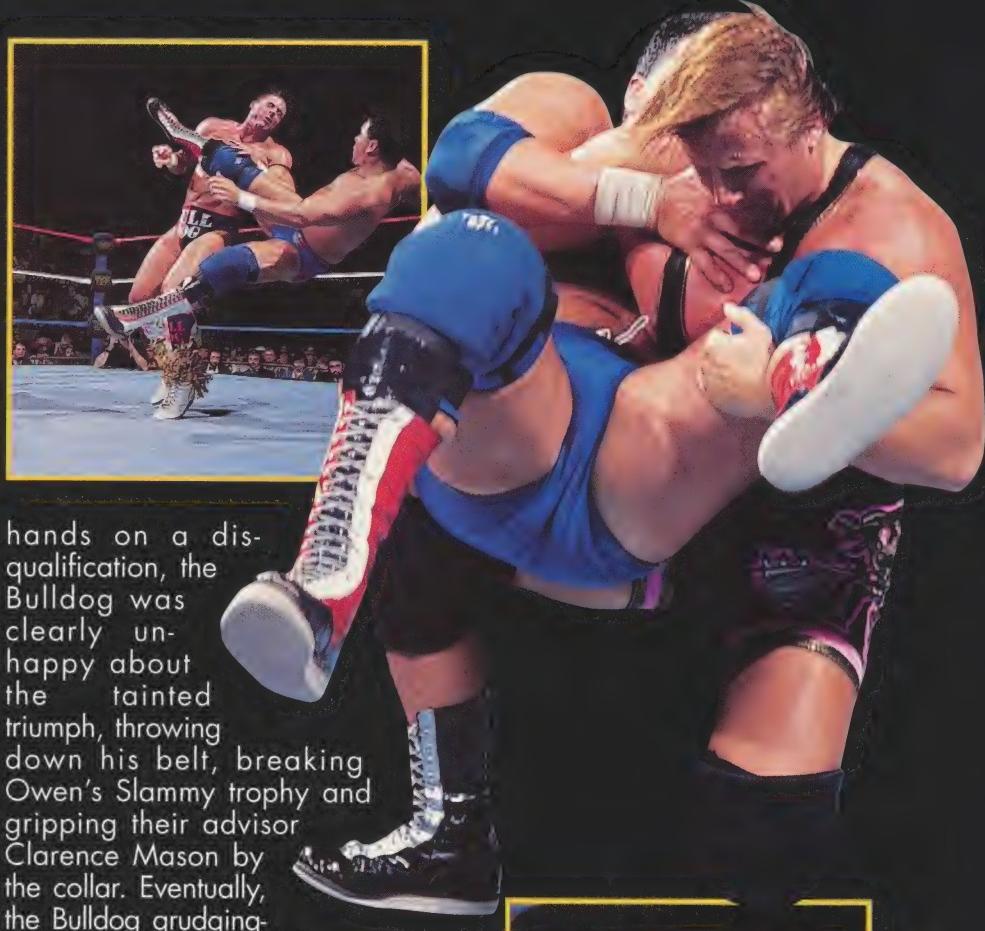
The referee turned to see the situation and deliver a two-count. An angry Owen hopped off the mat, accusing Bulldog of not doing enough to help the cause. The Britisher shoved his partner, before LaFon intruded and banged his foes' heads together.

Moments later, Hart and LaFon were running the ropes, and the Bulldog tripped LaFon from outside the ring. Bulldog quickly grabbed LaFon from the rear and Owen surged forward with a spinning kick. But LaFon slipped out of the way, and the Bulldog took the blow.

Now the champs exchanged more than words. Hart slapped his partner, and Bulldog replied with a clothesline. Capitalizing on their opponents' predicament, LaFon and Furnas whipped the pair into each other.

Bulldog came to his senses, catching LaFon as he rushed forward and dropping him across the top rope. The British co-champion was ready to wrap up the match with a powerslam, when Owen ran into the ring and clocked LaFon with a Slammy Award trophy, forcing the referee to disqualify the champs.

Although a title cannot change



hands on a disqualification, the Bulldog was clearly unhappy about the tainted triumph, throwing down his belt, breaking Owen's Slammy trophy and gripping their advisor Clarence Mason by the collar. Eventually, the Bulldog grudgingly took his belt back and left the ring with his partner.



BRITISH BULLDOG:

"A question?! You want to ask me a question? Why don't you go ask Owen—he has all the answers!"

OWEN HART:

"You'll have to excuse Davey, he's been under a lot of stress lately. If you want a comment, then I'll be happy to give you one... OWEN HART—STILL WORLD WRESTLING FEDERATION TAG TEAM CHAMPION!"

PHILIP LAFON:

"Let me tell you something, those two guys have much bigger problems than just having to deal with me and Doug!"

DOUG FURNAS:

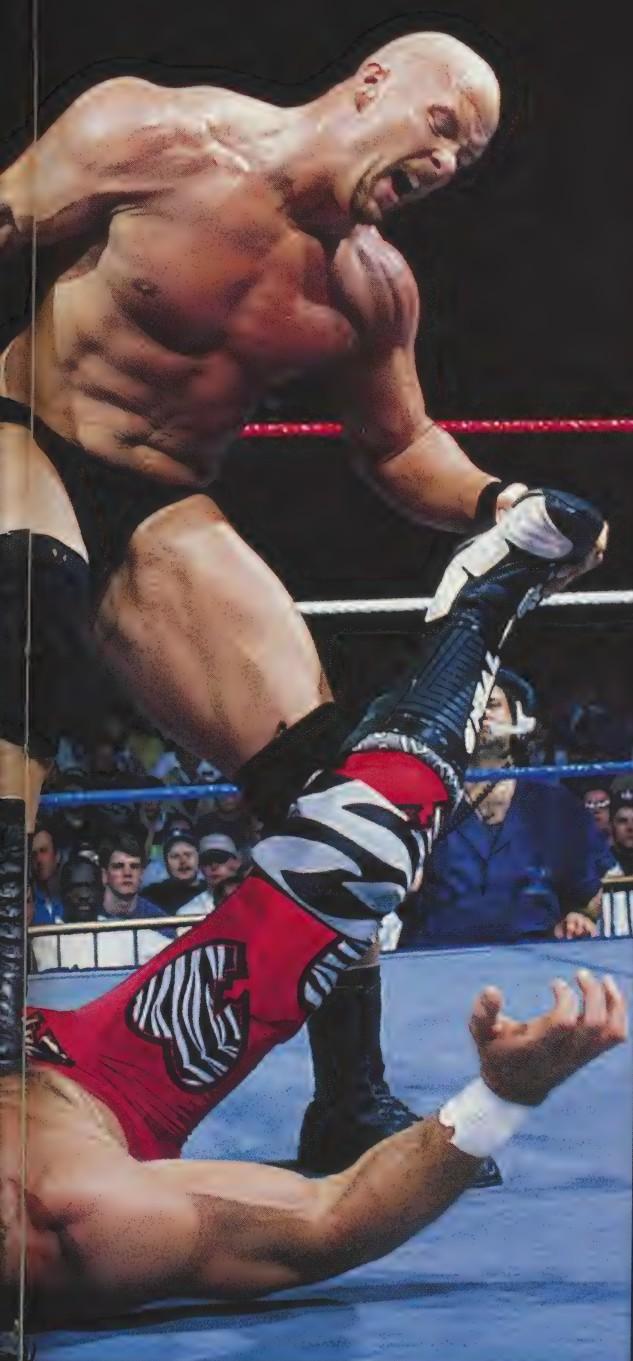
"Those guys are divided, unfocused and definitely prime for our taking! It's only a matter of time!"

haymaker, Bret clotheslined him over the top rope, securing the victory.

Bret had won his fourth World Wrestling Federation Title. But with so many enemies around he could hardly celebrate. No sooner had the Champion draped the belt over his shoulder than Psycho Sid rushed down the aisle, went chest to chest with the victor and pledged to take him down the following night on *Monday Night RAW*.



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"goin' on!"

by Vince Russo

THE FEDERATION OF CHAOS

"Underrated soldier"? Perhaps I'll even go one further. Try MVP or "MOST VALUABLE PRIVATE"! It think it was Theodore Roosevelt who once said, "Speak softly and carry a big stick." All right, maybe his verbal lashings are anything but soft, but when it comes to his "big stick", the brain of Clarence Mason is perhaps the most dangerous cannon in professional wrestling today! Yes, more lethal than the Vader Bomb, the Sharpshooter, the Tombstone and Sweet Chin Music. When Mason proceeds to "blow your doors off" with his arsenal of intelligence, you just ain't gettin' up!

If you don't believe me, ask Federation President Gorilla Monsoon. Remember, it was Mason who fast-talked Monsoon into reinstating Vader, after the Mastodon literally PLANTED the bold and gutsy prez through the mat, courtesy of the Vader Bomb. The verbose attorney convinced the bedridden Gorilla—NECK BRACE AND ALL—that HE had in fact PROVOKED Vader, and that any man put in those same hoofs



THE WORDS OF OWEN HART

A LETTER FROM THE EDITOR-IN-CHIEF

Dear Readers,
As you should already know, the column entitled "Slammy This" was awarded to Owen Hart when his attorney, Clarence Mason, threatened to sue *World Wrestling Federation Magazine* for "intentional infliction of emotional distress, negligent infliction of emotional distress, libel, slander, defamation of character and assault" on his behalf.

Not having the time, nor the patience, to deal with Mr. Mason, I reluctantly turned over pen and blank piece of paper to Owen and, under the First Amendment, I granted him the opportunity to voice his opinions in this magazine on a monthly basis.

Well, unfortunately MR. Hart, it appears that your partner, the British Bulldog, recently fired Clarence Mason, relieving him of his legal duties. Therefore, as the editor of this fine publication, it gives me great pleasure to relieve you of your duties. In other words—YOU'RE FIRED! OUTTA HERE! HASTA LA VISTA!

However, being the fair journalist that I am, I am going to give you one last opportunity to speak your piece.

The floor is yours, Mr. Hart, and once again... thanks for the memories.

Vince Russo
Editor-In-Chief
World Wrestling Federation Magazine

Dear Vince,

Your idle threats make me laugh. All you are doing is cutting off your nose to spite your face!!! You know as well as I do that ever since "Slammy This" appeared between the pages of this rag—and I use the term loosely—your magazine sales have gone through the roof!!! Not only did the readers love my little anecdotes and my crazy sense of humor, but school teachers all across the country were using my works as a model to teach children the proper writing style. It saddens me greatly to know that now those kids... will have to go back to being the dunces that they once were!!!

If you're looking for me to exchange a war of words with you, forget it!!! I'm bigger than that, and I refuse to bring myself down to your level—you pompous idiot! Remember, I'm not only a Slammy Award winner, but I'm also a King! So, go ahead—go back to smearing my lousy brother Bret's pictures all over this magazine! See how many copies you sell! Two if you're lucky. His wife and my mother. I don't even think Stu would buy it—even if he could still read!!!

In closing, I just want to thank my readers for all the fan mail and all their kind support. Remember, even though I would still be great without you... it's comforting to know that you all adore me!

Not to be kicked around anymore,
Owen Hart
Two-time Federation Tag Team Champion
1994 King of the Ring Winner
Slammy Award Winner
Huge WrestleMania X Winner
(over my lousy brother Bret)
Sex Symbol
All-Around Great Guy

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LATER!**



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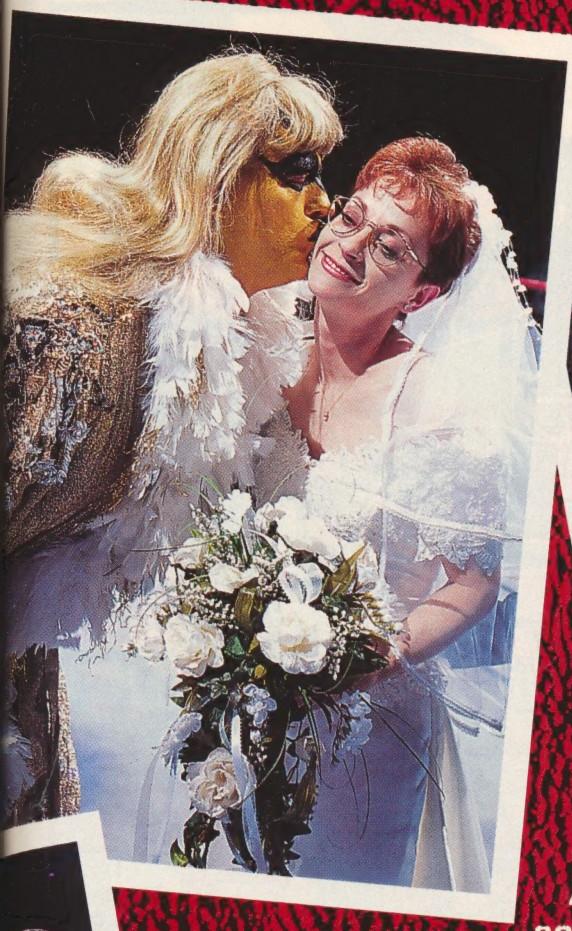
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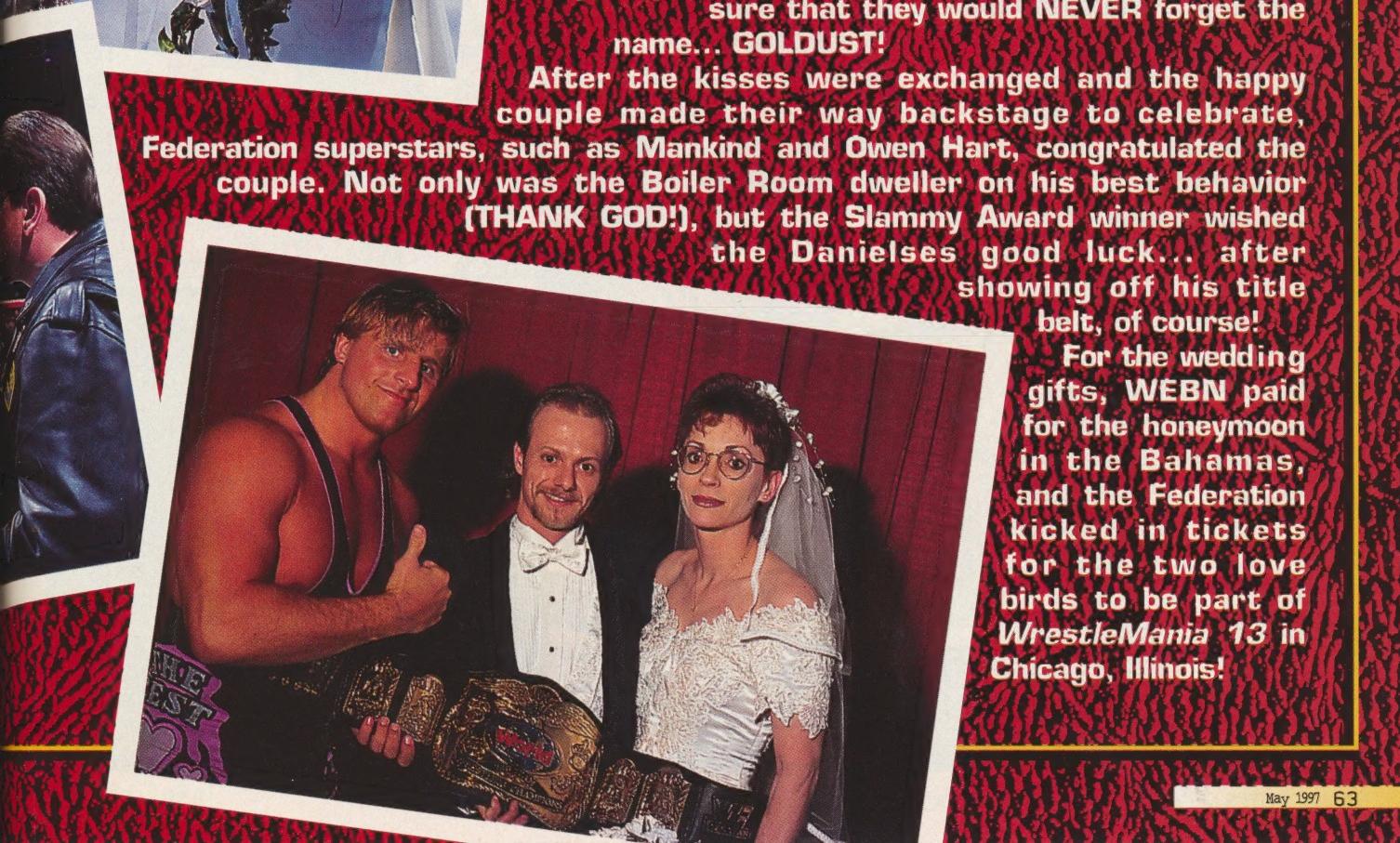
Warped Wedding Bells!



at the "alter", he made sure that they would NEVER forget the name... **GOLDUST**!

After the kisses were exchanged and the happy couple made their way backstage to celebrate, Federation superstars, such as Mankind and Owen Hart, congratulated the couple. Not only was the Boiler Room dweller on his best behavior (**THANK GOD!**), but the Slammy Award winner wished the Danielses good luck... after showing off his title belt, of course!

For the wedding gifts, WEBN paid for the honeymoon in the Bahamas, and the Federation kicked in tickets for the two love birds to be part of *WrestleMania 13* in Chicago, Illinois!



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The cover of the May/June issue of **RAW** is too intense to be shown here.

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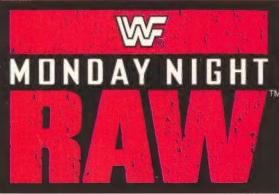


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